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"CONGESTION DUE TO SMOKING RETURNED WITHIN ONE WEEK in 80% of the cases, on changing back to cigarettes made by the ordinary method!"

The information quoted is from tests reported in Laryngoscope*. While Philip Morris do not claim to cure irritation, here is what the tests revealed: *When smokers with irritation of the nose and throat due to smoking changed to Philip Morris, irritation cleared completely or measurably improved.*

On changing back, congestion returned in 80% of the cases.

PHILIP MORRIS & CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

*Feb. 1935, Vol. XLV, No. 2, 149-154

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Source: https://www.industrydocuments.ucsf.edu/docs/rflk0000